

Amendments to the Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Currently Amended) A system for routing network traffic, comprising:
 - a content traffic governor (CTG);
 - a content switch;
 - a data source to store customer data comprising data exchanged with a customer;
 - an analysis means that analyzes customer data supplied from the data source to determine at least one relationship in the customer data; and
 - wherein the content traffic governor (CTG), in conjunction with the analysis means, sets up dynamically determines traffic routing rules at the content switch (CS) thereby providing for routing of network traffic based at least in part upon the at least one relationship in the customer data supplied from the data source- dynamically determined by the analysis means.
2. (Original) The system of claim 1, further comprising:
 - a default web server;
 - wherein the content switch routes network traffic lacking a routing cookie to the default web server.
3. (Currently Amended) The system of claim 1, further comprising:
 - a first web server for providing premium level service; and
 - a second web server for providing standard level service;
 - wherein the content switch routes network traffic to one of the first web server and the second web server based upon a determination of a service level appropriate for a sender of the network traffic, the determination being based on the at least one relationship in the customer data.
4. (Currently Amended) The system of claim 1, wherein:

the content traffic governor routes network traffic based upon the at least one relationship in determined from analyses of at least one of information about a sender of network traffic, a business, a business' customers or ~~relationships underlying~~ any combination thereof.

5. (Original) The system of claim 4, wherein the information about a sender may be determined from at least one of contents of a packet, an HTTP header, a cookie, a URL.
6. (Original) The system of claim 1, further comprising a user API, from which customers configure parameters for the content traffic governor.
7. (Currently Amended) The system of claim 6, wherein the user API may be used to configure at least one of web server names, matching cookie names and values; routing cookie parameters, including name, value, expiration, path, and security type; user ID cookie names and values; C-Insight database table names, and parameters to retrieve client profile data; parameter names and threshold values of client profile database table for generation of routing cookie; and routing table setting.
8. (Currently Amended) A method for routing network traffic, comprising:
 - determining an identity of a sender of a request;
 - dynamically determining a service level based at least in part upon at least one relationship determined from data exchanged with the sender identity;
 - forwarding the request to resources appropriate for servicing requests of the service level;
 - and
 - setting a cookie in a machine sending the request to cause request additional requests from that machine to be directed to the appropriate resources.
9. (Original) The method of claim 8, further comprising:
 - modifying configuration to change routing for a group of senders of requests.
10. (Currently Amended) A The method for routing network traffic of claim 8, further comprising:
 - receiving a request for content from a client;
 - retrieving a user ID cookie from the request;

retrieving a user ID from the user ID cookie; and
fetching a routing cookie from the request when the request contains the routing cookie.

11. (Currently Amended) The method of claim 10, further comprising:
fetching a routing cookie from another source if when the request does not contain the
routing cookie;
redirecting the request to a web server;
deleting the user ID cookie; and
setting the routing cookie on a client computer source of the request.

12. (Currently Amended) The method of claim 10, further comprising:
retrieving the routing cookie ID from the routing cookie of the request;
comparing the routing cookie ID from the routing cookie of the request with the routing
cookie ID from the user ID;
deleting the user ID cookie at a client computer source of the request if the routing cookie
ID from the routing cookie of the request with and the routing cookie ID from the
user ID are the same, and
redirecting the request to a web server based upon the routing cookie ID.

13. (Currently Amended) The method of claim 12, further comprising:
deleting the routing cookie and creating a new routing cookie for the client computer if
the routing cookie ID from the routing cookie of the request with and the routing
cookie ID from the user ID are different.

14. (Currently Amended) A computer program product, comprising a computer readable
storage medium for holding:
code that determines an identity of a sender of a request;
code that dynamically determines a service level based at least in part upon at least one
relationship determined from data exchanged with the sender identity;
code that forwards the request to resources appropriate for servicing requests of the
service level; and

code that sets a cookie in a machine sending the request to cause request additional requests from that machine to be directed to the appropriate resources.

15. (Original) The computer program product of claim 14, further comprising:
code that modifies configuration to change routing for a group of senders of requests.

16. (Currently Amended) A The computer program product of claim 14, further comprising-a computer readable storage medium for holding:
code that receives a request for content from a client;
code that retrieves a user ID cookie from the request;
code that retrieves a user ID from the user ID cookie; and
code that fetches a routing cookie from the request when the request contains the routing cookie.

17. (Currently Amended) The computer program product of claim 16, further comprising:
code that fetches a routing cookie from another source if when the request does not contain the routing cookie;
code that redirects the request to a web server;
code that deletes the user ID cookie; and
code that sets the routing cookie on a client computer source of the request.

18. (Currently Amended) An apparatus for routing network traffic, comprising:
means for determining an identity of a sender of a request;
means for determining a service level based at least in part upon at least one relationship determined from data exchanged with the sender identity;
means for forwarding the request to resources appropriate for servicing requests of the service level; and
means for setting a cookie in a machine sending the request to cause request additional requests from that machine to be directed to the appropriate resources.

19. (Original) The apparatus of claim 18, further comprising:
means for modifying configuration to change routing for a group of senders of requests.

20.(Currently Amended) An apparatus for routing network traffic, comprising:

a processor;

a memory; and

at least one network interface;

wherein said processor is operative to determine an identity of a sender of a request;

determine a service level based at least in part upon at least one relationship determined from data exchanged with the sender-identity; forward the request to resources appropriate for servicing requests of the service level; and set a cookie in a machine sending the request to cause request additional requests from that machine to be directed to the appropriate resources.